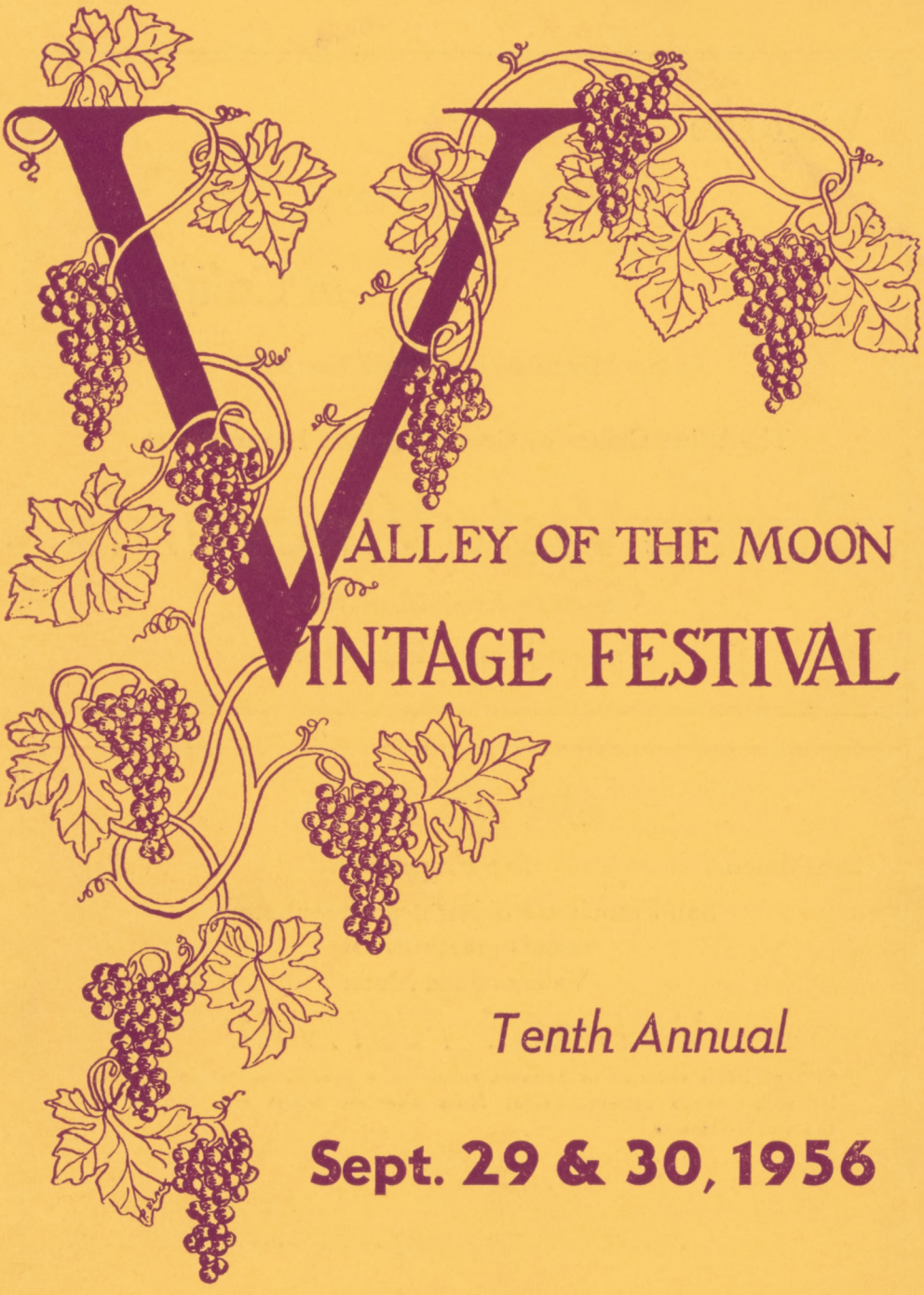


VALLEY OF THE MOON VINTAGE FESTIVAL

Tenth Annual

Sept. 29 & 30, 1956

SONOMA · CALIFORNIA ·

Price 25c

Visit the

Oldest Winery

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(State Historical Landmark No. 392)

The Wine Cellars of Count Agoston Haraszthy at

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Vineyards Established 1832

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City Paris

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San Francisco's oldest department store
sends greetings to
Valley of the Moon

VINTAGE FESTIVAL

City of Paris extends to Sonoma residents a cordial invitation to visit its well-stocked cellars. Select from choicest wines and liquors in the world-famous

Since 1850

CITY PARIS
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FINE WINES AND SPIRITS

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President



Forward

Welcome to the Tenth Annual Valley of the Moon Vintage Festival. Here in and around old Sonoma Plaza, the Community Center, and the local wineries you will find waiting for you fun, entertainment, interest and historical information.

Presented by the Board of Directors of the Valley of the Moon Vintage Festival Association, Inc., a non-profit organization, and assisted by many local organizations and individuals, the Festival is unique in California. Its purpose is to emphasize to valley dwellers and visitors the historical importance of the Valley and to stimulate interest in the preservation of its lovely old buildings and landmarks, and to give thanks at harvest time, when the produce of our fertile valley is in the larders of market and home; when the grapevines—reproduction of Old World cuttings which made Sonoma Valley the birthplace of California viticulture—are heavy, and the bright leaves provide the colors and beauty to be found only in the Valley of the Moon.

The Board of Directors welcomes you and thanks all those whose time and energy have made the Festival possible.

MR. E. L. RICHARDSON
President.

1988-11.20

Booths on the Midway

Sobre Vista Riders
Snow Cones
Sandra Agnew, President

Chamber of Commerce
Mrs. Lois McVeigh, Secty.

American Legion Auxiliary
Merchandise

American Legion
Merchandise
Hal Nichol

Valley of the Moon Lions Club
Skill Game
Tex Juen

Native Daughters of the Golden West
Cookies, Jellies, Cider and Doughnuts
Jerry Graves

Rotary Club
Merchandise
Pete Mancuso, President

Sonoma Kiwanis Club
Merchandise
Bob Slater, President

Rainbow Girls Mothers' Club
Chili Beans and Lemonade
Mrs. Anna Valentine, Chairman

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Merchandise
Glen Davis, Chairman

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Merchandise
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Spaghetti
Mrs. Sal Argento

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Italian Dinners — Cocktails
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PLAZA FOUNTAIN
Home Cooked Meals
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Gifts - Novelties and School Supplies
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Famous Italian Dinners
Lunch-Dinner-Cocktails
Vineburg

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Sonoma

SONOMA GROVE
The Finest Food and Drinks
Cocktail Lounge
Bill and Dot Morgantini
Highway 12

Booths on the Midway

(Continued)

Silhouettes
Mrs. Ernest A. Kurtzweil

Fraternal Order of Eagles
Merchandise
Frank Quartucci and Paul Chapman, Chairmen

St. Francis Solano Guild
Hand Embroidery
Mrs. James Catino, Chairman

Garden Section, Sonoma Valley Woman's Club
Coffee and Cake
Mrs. Louis Cassinelli, President

St. Franciso Solano Fathers' Club
Hamburgers and other hot food
Robert Epperson and Stan Mohr, Chairmen

St. Francis Solano Mothers' Club
Coffee and cold drinks
Mrs. Pat McKenna, President

Explorer Scouts

Schell-Vista Fire District
Merchandise
Edmund Bacher, Chairman

Italian Catholic Federation
Pizza
Mrs. Geo. Perrazzo, Chairman

El Verano Mothers' Club
Trolley around the City Hall Rocket Ship
Mrs. Emil Chelini and Don Signs, Chairmen

Good Places to Eat

(Continued)

ROZARIO'S PALMS INN
Cocktails-Swimming-Dining
El Verano WE 8-2992

SONOMA MISSION INN
Dining Cocktails
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VERDIER'S RESORT
El Verano
Dining, Dancing & Cocktail Lounge
.. Swimming Pool—Accommodations ..

DON'S FINE FOODS
Quality Foods
At Reasonable Prices
262 West Napa St., Sonoma

Town House Supper Club
GLEN ELLEN
You haven't had it this
Vintage Festival . . .
'Til you've tried our
Food — Cocktails — Dancing
Formerly Town House, Reno

Tenth Annual 1956

Valley of the Moon Vintage Festival

September 29, 30

Presented by

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN.

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Mr. and Mrs. Frank Bartholomew — Mr. and Mrs. George Webb
Admiral and Mrs. Charles M. Cooke

Program of Events

SATURDAY, September 29

11 a. m.

OFFICIAL OPENING CEREMONIES

(In front of Mission San Francisco Solano de Sonoma).

Ringing of Mission Bells.

Opening remarks by Henri Maysonnave, Master of Ceremonies.

Introduction of Mrs. Joan McGrath, Mayor of Sonoma.

Introduction of E. L. Richardson, President, Valley of the Moon Vintage Festival Association.

Presentation of local Vintners and medal winners at the 1956 California State Fair and County Fairs.

The Blessing of the Grapes

In keeping with the tradition of the early Franciscan Padres

Padre Alfredo Boeddeker O.F.M., Pastor of St. Boniface Church, S.F. Founder of the St. Anthony Dining Room Program.

Members of Pageant Cast representing historical families and first vintners.

This memorable ceremony is held under the auspices of the Sonoma Valley Council No. 45, Young Men's Institute and St. Francis Solano Mothers' Club.

Dancers are students of the St. Francis Solano School directed by Mrs. Albert Ricci.

11:30 a. m. to 5 p. m.

Strolling Troubadors, (Throughout Plaza).

11:30 a. m. On

Festival Tea Room, I.O.O.F. Bldg., Broadway. Verdant Rebakah Lodge No. 99. Tea, ice tea, coffee, milk, sandwiches. Virginia Worth, Noble Grand.

1:30 p. m.

Children's Dance Program. (Southwest corner of Plaza).

3:00 p. m.

"Stage Coach Days at the Blue Wing Inn," Open Air Theatre.

5:00 to 7:30 p. m.

Baked Ham Patio Dinner, Veterans' Memorial Bldg., 1st St. West. Adults, $1.50; Children under 12, 75c. Mrs. Lawrence Dunbar, Mrs. Chas. Van De Mark, co-chairmen. Transportation furnished.

6:00 p. m.

Striking of Colors. Boy Scouts — in Plaza.

8:00 p. m.

Mission San Francisco Solano de Sonoma Pageant. Celeste G. Murphy, author. George Andreini, director.

SUNDAY, September 30

11:30 a. m. to 5 p. m.

Strolling Troubadors, throughout the Plaza.

12:00 Noon

Children's Parade, Line of March from Community Center on Napa Street to First Street East and around the Plaza.

1:00 to 4 p. m.

Horseless Carriage Display by Horseless Carriage Club of Santa Rosa in Plaza.

PROGRAM (Continued)

1:00 to 5:00 p. m.

Sixth Annual Folk Dance Festival. (Northwest corner of Plaza).

1:30 p. m.

Children's Dance Program. Southwest corner of Plaza.

1:00

~~3:00~~ **p. m.**

Junior Gymkhana.

Children's Horse Show, 17 years and under. Dr. Dario Marioni's ranch, South of Sonoma.

3:00 p. m.

"Stage Coach Days at the Blue Wing Inn," Open Air Theatre.

1:00 to 4:00 p. m.

Old Timers' Reunion, Southeast corner of Plaza—opposite Simmons' Drug Store. Mr. R. R. Emparan, Chairman.

8:00 p. m.

Mission San Francisco Solano de Sonoma Pageant. Celeste G. Murphy, author. George Andreini, director.

7:30 to 10:30 p. m.

Folk Dancing and Exhibition, Veterans' Memorial Building. (No charge).

BOTH DAYS

10:00 a. m. to 9:00 p. m.

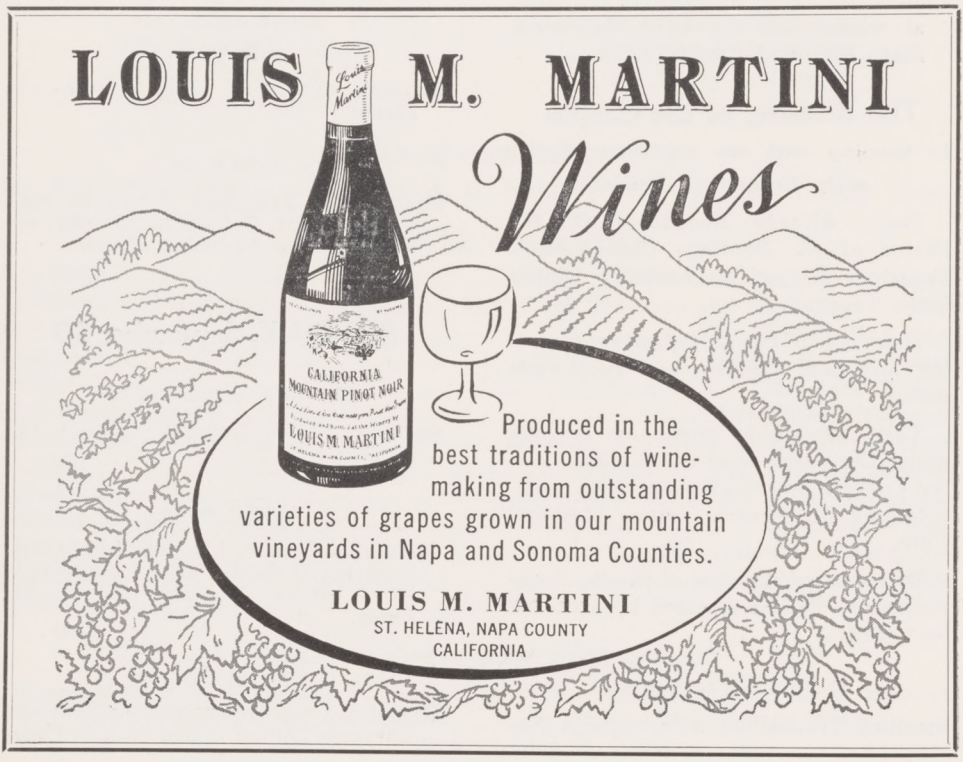
Booths in Plaza.

Window Displays.

Wine Display at Vintage Festival Headquarters. Wine Institute Mobile Exhibit of Sonoma Valley Wines. East side City Hall.

Balcony Displays.

Art Exhibit at Community Center, Scrimger Studio, area off Ruggles' Store driveway, First St. West, opposite Plaza and in Plaza.



Both Days (continued)

10:00 a. m. to 5:00 p. m.

Vallejo Home and The Mission San Francisco Solano open. (The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgensen).

12:00 to 5:00 p. m.

The Little Festival, West side of Plaza.

10:00 a. m. to 5:00 p. m.

Open House at Wineries—Buena Vista Vineyards, Castler Cellars and Sebastiani Wineries.

1:00 to 5 p. m.

"Art in Action"—Ida Day Degan, sculptor, plaster carving; Walter Degan, painter, portrait in oil; Mary van der Hoeven, potter's wheel; Jacqy Harrison, weaving; leatherwork, etc. At the Community Center, both days.

10 a. m. to 8 p. m.

Craft Exhibit—At Community Center, both days.

At the Community Center

Art and Craft Exhibition.

Flower Show — by the Valley of the Moon Garden Club.

Luncheon, Noon on, by the Valley of the Moon Garden Club.

Program Notes

The Little Festival

(On the west side of the plaza.) The Mothers' Group of the Trinity Episcopal Church, chairmaned by Mrs. C. M. Peterson, Mrs. Clark Taylor, sponsors this gay group of fun booths for the children. Food is also for sale in this section. The Theme is "Story Book Characters".

Activities will include: Humpty Dumpty Game, Robin Hood Game, Puss in the Well, Mirror, Mirror on the Wall, The Toy Rummage, Treasure Island, The House that Jack Built.

Committee: Mrs. Robert Johnson, President; Mrs. Don McNab, Mrs. Robert DeBruycker, Mrs. Frank DeForrest, Mrs. Edw. Buttrum, Mrs. Homer R. Bosse, Mrs. John Glaese, Mrs. Ray Noyes, Mrs. Herbert White, Mrs. Jeanne Miller and Mrs. Jean Yates.

The Napa and Sonoma Wine Company

CASTLER CELLARS

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Cordially invites you to visit its unusual and picturesque tunnel tasting room

From Sonoma Plaza drive East on Napa Street about one mile. Then follow Castler Cellar signs.

Paul Rossigneux

President & Cellar-Master



PROGRAM NOTES

(Continued)

The Art Show

Sonoma Valley's arts and crafts exhibit has a simple slogan. It is put on purely for "Fun and Color". The artists who plan all year, producing new works, have the fun; the visitors have the color.

This year's exhibit has three focal points. The largest is a section of paintings in the Scrimger studio area off Ruggles Variety Store driveway, First Street West, opposite the Plaza. Paintings are also shown in the Ruggles store windows. The Community Center auditorium, 276 East Napa Street, houses the craft exhibit, art-in-action, and paintings. A third and new area this year displays a circle of paintings in the north-east corner of the Plaza, adjacent to the open air theatre.

Art - in - action demonstrations are scheduled from 1:00 to 5:00 p.m. daily.

Ida Day Degan, renowned sculptor, works with us for the fourth time this year, doing plaster carving Sunday afternoon. Her husband, Walter Degan, will be doing a portrait in oil during the same period. Frances Moore is scheduled to do leather carving, Mary van der Hoeven will be at the potter's wheel, and Jacqy Harrison at the loom.

All artists and craftsmen in this area are invited to submit entries and this year's show is representative of Sonoma Valley, Santa Rosa, Sebastopol, Petaluma, Napa, and Marin County. Unlike many such exhibits, Sonoma's show has no jury, no awards. Amateurs' work hangs beside that of professionals. In order that visitors this year may share the "fun" they are invited to cast ballots for their favorite paintings in each of the three display areas. The prize (actually non-existent) is simply the honor the artist may get from having his work voted the most popular.

General chairman is Ann Ruggles Scrimger; Craft chairmen are Neal Dodge and Major Fred Varney; Art-in-Action chairman is Gladys McCubbin.

Shrubs and plant decorations in the Scrimger studio area are displayed through the courtesy of the Bancroft Nursery, Sonoma.

Vintage Festival Dinner Dance

IN THE BEAUTIFUL CHAMPAGNE ROOM OF THE

SONOMA GOLF AND COUNTRY CLUB

Saturday Night, September 29

9:00 P.M. to 2:00 A.M.

Delicious Food

Wonderful Dancing — Four-Piece Orchestra

Lots of Fun and Frolic For All

$3.50 per person

(Informal)

CALL WE 8-4911 for reservations

PROGRAM NOTES
(Continued)

The Flower Show
(Community Center)

The Valley of the Moon Garden Club will present for the fifth year the club's Flower Show in the Sonoma Community Center, 276 East Napa Street, during the Vintage Festival. Jack Briggs, president of the club, again is chairman for the event.

Members of this thriving club have arranged something different for your viewing pleasure and they all hope you will come, as you have in the past, to view their efforts.

In addition to the lovely flower show, the club will operate a tea room, where visitors may enjoy lunch before or after going through the flower show.

In one end of the display room at the show will be an exhibit of arrangements. At the other end, several springs flow from sides of a rocky gorge and a beautiful display of tuberous begonias and fuschias. Along the sides will be lovely displays entered by club members.

In the hall between the flower show and the tea room will be choice plants in cans, garden aprons, clothes hangers and many other articles on display and for sale.

Local nurserymen again are occupying the outer area with exhibits of patio and garden scenes.

You will be most welcome and you will not have seen the Valley of the Moon Vintage Festival in all its glory unless you see the Garden Show.

Flag Decorations

Festival visitors will view with interest the sets of seven colorful flags which appear around the Plaza. These seven flags all flew over Sonoma during its thrilling history. Thanks to the Sonoma Parlor, Native Daughters of the Golden West, there are more flags this year than ever before. Under the chairmanship of Mrs. Ethel Montank, local Native Daughters have made the flags by hand (all but the Bear Flag and American Flag), and have been in charge of their display. Mrs. Neal Dodge originated the flag project and is assisting as advisor. Merchants and other building owners around the Plaza are cooperating in making flag display space available.

Sonoma County produces The Finest Wines



The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year round in the production of 5 million dollars worth of wine.

Sonoma County Wine Growers Association



Hanns Kornell Cellars

Home of the Award Winning Champagnes

Welcomes you to the Sonoma Vintage Festival

Hanns J. Kornell, Producer
5th Street West Sonoma, Calif.

Valley of the Moon Winery

in the heart of the Valley of the Moon

Where Fine Wines Are Made

E. Parducci and Son

Madrone Road — Glen Ellen

PROGRAM NOTES

(Continued)

Stage Coach Days At the Blue Wing Inn

(Plaza Open Air Theatre)

Presented by the Sonoma Community Center Choral Group, this new Festival feature will have a theme in keeping with the days of Spanish influence. Harrill Johnson is director of the group. Organist will be Mrs. Arthur Oberle.

Sonoma Community Chorus

The Chorus is an institution of long standing in Sonoma, but under a different name. Since its re-organization, it has presented several concerts. Its objective is to bring good choral music to Sonoma. Following are its present members, but new members are always welcome:

Director: Mr. Harrill Johnson

Accompanist: Mrs. Winifred Oberle

Ensemble

Sopranos: Mrs. Ruth Harris, Mrs. Myra Tyler, Miss Carrie Richardson, Mrs. Pat Miller, Mrs. Antonia Hansen, Mrs. Dorothy Wassenaar, Mrs. Betty Shuler.

Altos: Mrs. Peggy Dunbar, Mrs. Evelyn Ashworth, Mrs. Jewel Richardson, Mrs. Ruth Mary Thomas, Mrs. Mary Dutton, Mrs. Margaret Ness, Mrs. Peggy Ray, Mrs. Betty Bourg, Mrs. Margaret Bihn.

Tenors: Mr. Laurence Dunbar, Mr. Oden Romwall, Mr. Ernest Ashworth, Mr. Bill Bihn, Mr. John Suta, Mr. Owen Thomas.

Bass: Mr. Laurence Dickey, Mr. George Angove, Mr. Gene Moretton, Mr. Henry Janssen, Mr. Cliff Miller, Mr. Gerald Miller, Mr. Wade Richardson.

Junior Horse Show

(Dr. Dario Marioni Ranch)

The second annual Vintage Festival Junior Horse Show is certain to please young and old alike—especially lovers

PROGRAM NOTES

(Continued)

of horse flesh and youngsters. Children 17 years or under compete in a series of events, vying for points and prizes. The eleven events are: Western Trail class, English Pleasure, 12 years of age and under; English Pleasure, 13 through 17 years of age; Pole Bending, Western Equitation, 12 years of age and under; Western Equitation, 13 through 17 years of age; Musical Tires, English Equitation, Western Pleasure, Junior Stock Horse, Relay Race. This is an open show, and all Junior riders in the Bay counties have been invited to participate with the Sonoma Valley junior riders. Judging the show will be Greg Lougher; Ring master, William (Bill) Frick; Secretary, Peggy MacCabe; Announcer. Henri Maysonnave; Timer, C. A. Edsall; Starters, Paul Woll and Bill Becker; Grounds Supervisor, Bennie Meyer; Chairman, Harry Phinney.

Old Timers Reunion

As has been their custom during Vintage Festival time the Sonoma Valley Historical Society will provide a meeting place for old timers who return for the festivities where they may register, rest and greet old friends.

This will be the usual place on the south east side of the Plaza. The welcoming committee will be Mrs. Clara Johnson, Mrs. Carrie Burlingame, Mr. Jerome Jansen, Miss Lydia Culberson, Mr. James Gottenberg, Miss Marcella Glazier and Mr. and Mrs. Richard Watt.

The Children's Parade

The Children's Parade on Sunday at noon is sponsored by Sonoma Parlor No. 111, Native Sons of the Golden West, with Louis Pellandini as chairman in charge of arrangements. Cash awards will be given for the best entry in several different categories. Others on the NSGW committee are Laurence Schuerman, Howard Orr, Herman Johnson, Bill Smircich, Joe Carbonaro and Don Pellandini.

Judges are Mrs. A. K. McGrath, Frank Pensar, Calvin Sassarini, Henri Maysonnave, Dr. Norma Tremaine and Dr. Pauline Longnecker.

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In the Heart of the

Valley of the Moon

Makers of Fine Dry Wine from the Finest Type of Mountain-Grown Grapes

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VALLEY MART

Sonoma Valley's
Newest Super Market

520 WEST NAPA

C. E. McADAM

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526 Broadway, Sonoma - WE 8-4216

(and)

Arnold Drive - Glen Ellen WE 8-2788

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Owners

Sonoma Valley Realty Co.

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General Insurance

564 Broadway

PROGRAM NOTES

(Continued)

Children's Dance Program

The Children's Dance Program, a new feature of the Vintage Festival this year, will be presented under the direction of Helen Stewart Cramer of the Virginia Caldwell School of Dance Arts, Santa Rosa.

Miss Cramer is recognized as one of Northern California's foremost dance instructors—handling from tiny youngsters to adults. She instructs a class at the Sonoma Community Center each Tuesday afternoon.

Vintage Festival guests are sure to enjoy her pupils in studies and improvisations in rhythm and creative dances at 1:30 Saturday and Sunday which will include:

"A Visit to My Little Friend," music by Mary Robison. Pamela Adams, Deborah Church, Susan Dillman, Karen Green, Diane Hubert, Loretta Novo, Donna Pacheco, Roberta Slater and Linda Sweeney.

"My Playful Scarf," music by Robison-Mohaupt. "Dances from the Nutcracker Suite" by Tschaikowsky. "Danse Chinoise" and "Dance of the Sugar Plum Fairies." Georgia Bundschu, Christine Edsall, Tudy Fink, Anita Harten, Sharon Jackson, Betty McIntosh, Kathie McKenna, Marty Nelms, Donna Viviani, Janet Wedekind, Carol Whitfield.

Window Displays

Co-Chairmen: Mrs. Gregory Jones and Mr. Henry Akin.

Committee: Mrs. J. L. Biggs, Mrs. Hinson Becker, Mrs. Loren Tryon, Mrs. Jean Miller, Mrs. Jean Yates, Mr. Chuck Williams, Mr. Mike Sharp.

Each year during the days of the Vintage Festival, store windows around the Plaza bring back memories of Sonoma as it was during the years long past. Treasures and mementos of other days are brought forth from attic and chest, and arranged for the visitor's pleasure and delight. You will find the humorous, the quaint, the beautiful, and the historical. Do not fail to make the complete tour around the Plaza, and to the stores just off the Plaza,

PROGRAM NOTES
(Continued)

most of which will also be decorated in the spirit of the Festival. You will not want to miss the Jack London exhibit loaned and arranged by Jack London's nephew, Irving Sheppard, the Pony Express exhibit in the Bank of America, loaned and arranged by Col. Waddell Smith, the great-grandson of one of the original partners of the Pony Express firm of Russel, Majors, and Waddell; the display of old toys, the historic documents in the windows of lawyers and real estate offices, the exhibit of the Sonoma Historical Society, and others too numerous to enumerate.

It is through these window displays that the Vintage Festival endeavors to maintain the ideals for which the Association was founded—to re-create a beautiful and picturesque past, and to bring back for these few days a year, the simplicity and peacefulness of a lovely old town.

The Art Exhibits

Local artists, some of them nationally recognized, will display their works during both days of the Festival. The Craft Exhibit is at the Community Center auditorium, 276 East Napa St., and will be on display both days from 10 a.m. to 8 p.m. "Art in Action" is also at the Community Center, from 1 to 5 p.m. both Saturday and Sunday. Visitors Sunday will see Ida Day Degan, noted sculptor at work on plaster carving; and Walter Degan doing portraits in oil. Other artists demonstrating include Mary van der Hoeven, potter's wheel; Jacqy Harrison, weaving. Art works will also be on display at the Scrimger Studio area off Ruggles Variety Store driveway, 1st St. West, opposite Plaza; and on the northeast corner of the plaza, adjacent to the Open Air Theatre. Flowers and shrubs decorating exhibit area courtesy Bancroft's Nursery. General Chairman is Ann Ruggles Scrimger; Gladys McCubbin is chairman for Art in Action and Crafts Exhibit co-chairmen are Neal Dodge and Major Fred Varney.

PROGRAM WORKERS

The following committee workers contacted the merchants and other business houses sponsoring the program:

Mr. and Mrs. W. D. Franklin, Mrs. Dorothea Hahn, Mrs. F. I. Mosier, Mrs. Charles Pagani.

Homer R. Bosse

Realtor—Insuror

546 Broadway

Sonoma

Food City

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Open 7 Days a Week

8.00 a.m. to 9:00 p.m.

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The Unique Spot in the Valley of the Moon

4700 Warm Springs Rd., Glen Ellen

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Sonoma

Pioneer French Bakery

Pastry

Owner: Domenic Carafa

127 East Napa - Sonoma

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52 E. Spain St.

Sonoma, Calif.

Compliments of

American Ambulance Co.

San Francisco

PROGRAM NOTES

(Continued)

Valley of the Moon Swingers

The Valley of the Moon Swingers was organized in April 1948 by a group in this area who were interested in this new and fast growing pastime. Folk dancing was greatly assisted by the Adult Education Program and in various ways it attracted many other people to the folk dance movement. The membership was small at first, however, the club is very active now and is engaged in many activities. Membership in the club is open and new members are always welcomed and are helped in learning the dances.

Regular parties are hosted by the Swingers on the first Saturday of each month at the Veterans' Memorial Building. Many visitors and dancers from near and far are attracted by the informal gaiety at these parties.

Each year, the Swingers participate in the Vintage Festival Pageant and they also put on the annual Folk Dance Festival which is being held in the Plaza on Sunday afternoon. Evening dancing, exhibitions and American Squares will be at the Veterans' Memorial Building, starting at 7:30 p. m.

Officers of the organization are:

Paul Jones.....President
Herbert Klassen.....Vice President
Myrna Jones.....Treasurer
Vivian Spencer.....Secretary
Wendell Schaal.....Advisory

Masters of Ceremony

Jack Browning — George Gray
Paul Jones — Herb Klassen
Wendell Schaal — Jesse Johnston
Bill Siwan — Barney Shipnuck
Frank Bacher

Square Dance Callers

Bill Gamble — Stan Valentine
Sue Lemmon — Charlie Bassett
Carl Anderson — Ursula Mooney

Exhibition Groups

Alameda Island Turners—Herma Simpson, Director, Alameda, California.

Cayuga Twirlers—Frank Moore, Director, San Francisco, California.

Valley of the Moon Swingers—June Schaal, Director, Sonoma, California.

Program of the Seventh Annual Dance Festival

sponsored by

The Valley of the Moon Swingers

P.O. Box 831, Sonoma, California

SUNDAY AFTERNOON—PLAZA—1:00 to 5:00 p. m.

M. C.—Jack Browning

1. Oklahoma Mixer (prog.)
   American
2. Fascination Tango
   English
3. Laces and Graces
   American
4. To Tur (prog.)
   Danish
5. Scandinavian Polka
   Scandinavian
6. Brandiswalzer
   Swiss
7. Black Hawk Waltz
   American
8. Mexican Schottis
   Mexican

Squares—Bill Gamble

M. C.—George Gray

9. Zillertaler Laendler
   Austrian
10. Melandito Tango
    Composed
11. Marklander
    German
12. Ranchero
    Argentine
13. Hambo
    Swedish
14. St. Bernard Waltz
    Scottish
15. Russian Peasant Dance
    Russian
16. Dutch Foursome
    English

Squares—Stan Valentine

M. C.—Paul Jones

KOLOS

17. Makedonka
    Balkans
18. Ersko Kolo
    Serbian
19. Hora Agadati
    Israelian
20. Lech Lamidbar
    Israelian
21. Gerakina
    Greek

EXHIBITIONS

22. Corrido
    Mexican
23. Schuddlebux
    German
24. Grand Square
    American

B & L

REFRIGERATION & LAUNDROMAT

Frank Buchbauer, Proprietor

Boyes Hot Springs, WE 8-5707

This Program Printed by . . .

Sonoma Index-Tribune

123 West Napa St.

Sonoma

Hammond Lumber Company
Sonoma, Calif.

Smalley's Chevron Sevice
Sonoma

Sonoma Florist & Gifts
In the Valley of the Moon
118 W. Napa Sonoma

Tots 'N Teens
Juvenile Furniture Mart
120 West Napa, Sonoma

Sonoma Coffee Shop
Biggest Little Cafe
In Sonoma
W. Napa Street

Sprouse Ritz Inc.
Variety Store
Headquarters for School Supplies
West Napa St.

Orsoe Feed & Milling Co.
159 West Napa, Sonoma

DANCE FESTIVAL

(Continued)

Squares—Sue Lemmon

M. C.—Herb Klassen

25. Neopolitan Tarentella
Italian
26. Korobushka (prog.)
Russian
27. Hopak
Russian
28. Cumberland Square
English
29. Vrtielka Czardas
Slovakian
30. Der Gsastlig
Swiss
31. Blue Pacific Waltz
American
32. Steiregger
German

Squares—Charlie Bassett

M. C.—Wendell Schaal

33. Road to the Isles
Scottish
34. Slovenian Waltz
Slovenian
35. Tarentella Montevergine
Italian
36. Caballito Blanco
Mexican
37. Oberek
Polish
38. Meitschi Putz Di
American Swiss
39. Italian Quadrille
American Italian
40. Square Tango
English

EVENING PROGRAM

Veterans' Memorial Building

7:30 to 10:30 p. m.

M. C.—Jesse Johnston

1. Cotton-eyed Joe
American
2. Lola Tango
English
3. La Joaquinita
Mexican
4. California Schottische
American

DANCE FESTIVAL

(Continued)

5. Skaters Waltz
   American
6. La Chaleta
   Argentine
7. Cattle Call Waltz
   American
8. Kohanotchka
   Russian

Squares—Carl "Andy" Anderson

M. C.—Bill Siwan

9. Brandiswalzer
   Swiss
10. Russian Peasant Dance
    Russian
11. Schuplattler Quadrille
    Austrian
12. Ranchera
    Argentine
13. Hambo
    Swedish
14. St. Bernard Waltz
    Scottish
15. Snurrebocken
    Swedish
16. Waltz of the Bells
    American

Squares—Ursula Mooney

EXHIBITIONS

M. C.—Barney Shipnuck

KOLOS

17. Makazice
    Serbian
18. Nebesko Kolo
    Balkan
19. Hastopikos
    Greek
20. Miserlou
    Greek
21. Dundai
    Israelian
22. Vrtielka Czardas
    Slovakian

M. C.—Frank Bacher

23. Spinning Waltz (prog.)
    Finnish

(Continued)

Gibby's Delicatessen
171 West Napa, Sonoma

E. J. Woods
Real Estate - Insurance
Sonoma

C. J. Arnold Service
Recapped Tires, Body Work
307 W. Napa, Sonoma

Frenchy's Service Station
539 Broadway, Sonoma

Otto Burgmeier
Landon Pools—Equipment
Chemicals - Sales - Service
16721 Sonoma Highway
Agua Caliente

Sonoma Mill & Lumber Co.
Sonoma

Lindley Feed and Gardening Supplies
300 Napa Road
Ph. WE 8-2452, Sonoma, Calif.

Sunnyland Gift Shop

20820 Broadway Ph. WE 8-4736
South of Sonoma

Schaal's Market
The Modern Country Store
Vineburg

Whitehead Motor Co.
870 Broadway, Sonoma

Jim's Barber Shop
107 East Napa, Sonoma

Wedekind's
Complete Garden Center
Landscaping and Nursery Stock

A & D Farmers Market and Orchards
"We Grow Our Own"
Highway 12, South of Sonoma
Phone Sonoma WEbster 8-2123

Compliments of
Chelso's
Sonoma

DANCE FESTIVAL

(Continued)

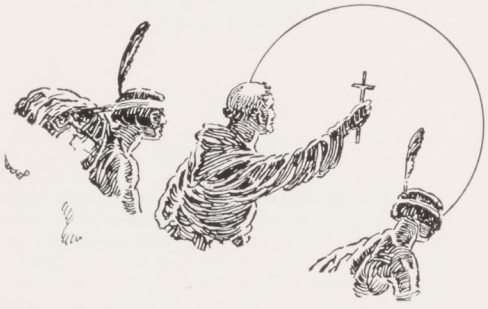
24. Fadango Espana
Spanish
25. Kreuz Koenig
Slovakian
26. Slovenian Waltz
Slovenian
27. Milondito Tango
Composed
28. Bruder Lustig
German
29. Hopak
Russian
30. Swedish Waltz
Swedish

Good Night—We hope you enjoyed yourselves.

HISTORICAL PAGEANT

The Old Mission will be the background for the 1956 pageant, given each evening at 8 p. m. It was especially written by Mrs. Celeste G. Murphy for the Pageant Players organized by Mrs. Charles Shegog last year, with the idea of making the Mission San Francisco Solano de Sonoma Pageant an annual production. Mrs. Shegog is a grand-niece of General Vallejo. The Sonoma Community Chorus and Valley of the Moon Swingers provide incidental singing and dancing, and descendants of old Sonoma families and other local residents make up an all local cast.





Mission San Francisco Solano de Sonoma Pageant

Author:
CELESTE G. MURPHY

Director:
GEORGE ANDREINI

Mission Pageant Players:
MRS. CECILIA SHEGOG, Chairman

Narrator:
NEAL DODGE

Mission San Francisco Solano de Sonoma Mission Pageant

Time 1823-1862

EPISODE I

Padre José Altimira, a Franciscan friar of great ambition, desired to found a chain of Missions in Northern California to convert and civilize the Indians, just as had Father Junipero Serra in the south. He was not encouraged by church authorities but won the consent of Governor Arguello of California largely because of the deterrent effect the establishment might have on the Russian colony established in 1812 on the north coast of what is now Sonoma county.

Rubke's Chevron Service
Gas - Oil - Accessories
Four Corners, Sonoma

Valley Industries, Inc.
Auto Accessory—Vending Mach. Mfgr.
Box 85 Sonoma

Wilson's Saw Shop
Locksmith and Keys
677 1st West, Sonoma

Hillview Grocery
Walt & Florence Singleton
BEER - MEATS - GROCERIES
5th & Spain Sonoma

J. Martini Cabinet Works
Pabco Paints
19339 W. 5th, Sonoma

New Broadway Tavern
on and off sale liquor
DANCING SAT. NITES
536 Broadway

Foster's
Wells and Pumps
Phone WE 8-2848 Sonoma

Sonoma Valley Laundry

530 Broadway Sonoma

Mode O'Day
FROCK SHOP
Lingerie - Dresses - Hosiery
Elsie H. Joens—Ph. WE. 8-4418
15 East Napa, Sonoma, Calif.

Friberg's Drug Store
"The Rexall Store"
520 Broadway, Sonoma California

Lois' Dress Shop
25 East Napa St.,
Sonoma

Simmons' Pharmacy
29 E. Napa St., Sonoma, Calif.
W. O. Helms, Owner

Martinson Electric Co.
Sonoma

Locke's
Complete Remodeling Service
Custom Cabinets - Alterations
117 E. Napa St., WE 8-5838

THE PAGEANT

(Continued)

SCENE 1

(Time: 1823)

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

The padre invites the Indians to put on their tribal dancing, thus hoping to impress the heathens with their part in the Mission's founding and its implication.

SCENE 2

(Time: 1824)

Dedication of the Mission in this then lovely wilderness. Russian colonists come down from Fort Ross bearing gifts for the altar, and to witness the ceremony.

SCENE 3

(Time: 1828)

Padre Altimira has been successful, converted many Indians and planted large acreage to grapes, fruits and flowers. Despite his efforts he received little or no encouragement or protection from the Mexican authorities.

The Mission settlement is threatened by wild Indian tribes, so the Padre, chiding himself on material success, decides to leave his loved Mission, and eventually returns to his native Spain.

EPISODE II

(Five Years Later)

The Mission vines come into bearing and Padre Lorenzo Quijas, succesor to Padre Altimira, celebrates the grape harvest. After the blessing of the grapes, the Mission Indians put on their harvest dance.

Padre gets warning that savage Indians may attack the Sonoma Mission and destroy it. He implores Divine protection.

THE PAGEANT

(Continued)

EPISODE III

Mission influence wanes and Governor Figueroa of California sends General Mariano Guadalupe Vallejo to take over the Mission settlement, found the pueblo of Sonoma, build barracks and lay out the plaza.

Scene opens with Gen. Vallejo interesting himself in the success of Sonoma's grape production. He has invited friends and notables to a wine tasting party, the **first vintage from the Sonoma Mission grapes.**

Russian royalty from Ft. Ross, including the niece of the Czar, Princess Helena, and her husband, Count Rotcheff ,are invited to the festivities. Vallejo's ally, Chief Francisco Solano, and other Indian chiefs are present. Solano plots against the Russians, while secretly admiring the beautiful Princess.

Following entertainment by the colonists, Chief Solano disappears and after the Russians leave and as Spanish music is being played the Indian Chief Solano suddenly reappears and confronts Vallejo, vowing vengenance on the Russians. The Indian is again the savage and is girded for war. Vallejo restrains him, promising to drive the Russians from California forever. He immediately hastens to the rescue of Count Rotcheff and the beautiful Russian Princess Helena, circumventing the Indian plot.

General Vallejo takes official action, delivers his ultimatum to the colonists, thus ending Russia's dream to possess California.

EPISODE IV

Americans incensed over Mexican General Castro's threats to drive all Yankees out of California, descend upon Sonoma June 14, 1846, pull down the Mexican flag, place General Vallejo under arrest and make and raise their Bear Flag, emblem of the California Republic.

Broadway Market
Smoked Meats a Specialty
Four Corners Sonoma

Sonoma Nursery
Four Corners Sonoma

Broadway Hardware
Across from High School, Sonoma

Giubergia and Maib
Union Oil Service
594 Broadway Sonoma

Shone's Food Market
Complete Line of Grocery
521 Broadway Sonoma

Harold's Shoe Store
519 Broadway
Sonoma

Sonoma Plumbing and Heating
552 Broadway
Sonoma

The Town Shop
Ladies Apparel
1st West & Spain

Steiner's Tavern
Sonoma, Calif.

Wm. G. Raymond
LAND DEVELOPMENT
REAL ESTATE—INSURANCE
Sonoma, California

Adobe Drug
Prescription Specialists
1st St. West Sonoma

The Country Inn
110 West Spain
Sonoma, Calif.

Bancroft's Flowers
Flowers for any occasion
786 Broadway, Sonoma
Phone WE 8-2902

Bancroft's
Valley of the Moon **Nursery**
Broadway and Chase, Sonoma
WE. 8-2902

THE PAGEANT

(Continued)

EPISODE V

(26 Days Later)

Sonoma Under the American Flag

Scene 1

When the United States Navy sailed into Monterey bay and took possession of the California capital, the American Flag was raised and Lt. Jos. Revere was dispatched to Sonoma where he raised the Stars and Stripes in the presence of Mrs. Vallejo, wife of the General, and Mrs. Rosalie Leese, sister-in-law of the General.

SCENE 2

General Vallejo's success in grape growing and wine making in Sonoma Valley attracts the attention of Count Agoston Haraszthy, a Hungarian nobleman who seeks freedom and opportunity in America. The Haraszthy family arrive in Sonoma and are given a welcoming party by the Vallejos and the townspeople.

Memories of old Hungary are visioned and stirred by Gypsy dancing.

SCENE 3

(Time: July 4, 1862)

Haraszthy, like Vallejo, achieves great success. He highly improves his Buena Vista acreage, planting it to the topmost ridge with grapes and building extensive cellars.

Sonoma Valley vineyardists gather on the street in front of the Mission July 4th to discuss their crops and working conditions in the vineyards. General Vallejo and Count Haraszthy learn of the romance that will unite the families.

SCENE 4

(Time: June 1, 1863)

The double wedding processional of Jovita and Natalie Vallejo and Atillia and Arpad Haraszthy follows the nuptials at the Mission church. Music and rejoicing, introductions, congratulations, a memorable toast, chorus numbers and dancing.

Grand finale and end of Pageant.

Cast of Leading Characters

Padre Jose Altimira	Ralph Hotz
Ensign Sanchez	Louis Pellandini
Padre Lorenzo Quijas, a Mexican Padre	Pat Doyle
Mexican Maiden	Carrie Richardson
General Mariano G. Vallejo	R. R. (Dal) Emparan
Francisca Carillo Vallejo, his wife	Julia Emparan
Vallejo's children	Barbara Doyle, Jannette Maffei
Capt. Salvador Vallejo	Varney Griffin
Chief Solano, Vallejo's ally	Judge Newton Dal Poggetto
Count Alexander Rotcheff	Jack Bisso
Princess Helena, niece of the Czar	Marybeth Marshall
Don Timeteo Murphy, major domo of San Rafael	James McDermott
Mrs. Sears, a pioneer woman	Jerry Graves
Pioneer Women	Hazel Fawke, Hazel Weller
Bear Flag Makers	Members of Chorus Group
Lt. H. L. Ford of Bear Flag Party	Peter Kiser
William Knight, Bear Flag spokesman	Howard Montank
Lt. Jos. Revere, U. S. Navy	Louis Pellandini
Mrs. Rosalie Vallejo Leese	Hazel Brandt
Count Agoston Haraszthy	James McTaggart
Mrs. Haraszthy	Helene Dal Poggetto
Arpad Haraszthy	Dave Cheney
Attillo Haraszthy	Robert Brown
Natalia Vallejo	Eileen Brown
Jovita Vallejo	Anita Cheney
Chinese Vineyard Workers	Sue Shorrock, Pat Fergus Sue McWhirter, Barbara Riebli, Joannie Gallagher
Rev. Father Deyaert	Pat Doyle
The Brides—Jovita and Natalia Vallejo	Eileen Brown and Anita Cheney
The Grooms—Attillo and Arpad Haraszthy	Robert Brown, Dave Cheney
Attendants at Wedding	Hanna French, Sue Messnick, Dora Booher
Indian Dancers	The Grace Woll Group
Other Dancers	Valley of the Moon Swingers
Solo Dancers	Al and Lucy Ricci
Male Quartet	Sonoma Valley Community Chorus
Soldiers	William Bihn, Lawrence Dunbar, Cliff Miller Ernie Ashworth, Oden Romwall, George Angove
Other Players	Harry Phinney, Major Ralph French Eugene Mathieu, Wade Richardson, Gail Fehrensen, Peter Duffy

(Original Pageant Script copyrighted 1955)

Parson's
Lumber & Hardware Co.
Boyes Springs—WE 8-2140

WOODLEAF MARKET
BOYES SPRINGS' FINEST
ONE-STOP SHOPPING CENTER

Larbre
Well Driller & Pumps
Arnold Drive, El Verano
WE 8-2103

Herbert Coons
Cleaaning, Knit Blocking, Repairing
Fetters Springs, WE 8-4726

Our Resort
El Verano
Home of Stein Club—Mixed Drinks
In the Valley of the Moon

Frank Greengrass
Real Estate & Insurance
Boyes Hot Springs

Danieli's Grocery
El Verano

Betty's Cut & Curl
Boyes Springs Plaza Bldg.
Four Stylists to Serve You
WE 8-4708

STEINER'S
Furniture Upholstery
Recovering - Remodeling
Drapery Hdwr. - Blinds - Shades
18969 Sonoma Hiway, WE 8-2403

VALLEY OF THE MOON
CLEANING PLANT
4-Hour Service, Free Delivery
17533 Sonoma Highway - WE 8-5830
Boyes Hot Springs

Gingers' Fountain and Lunch
New Lunch Stand on Arnold Dr.
Near Grove St.

Boyes Springs Food Center
Boyes Hot Springs
Horace Smario & Frank Del Rosso

Little Switzerland
El Verano WE 8-9964
Cor. Grove & Riverside Dr.

Sycamore Lodge Resort
Boyes Hot Springs WE 8-9983
Welcome Vintage Festival Visitors

Modern Plumbing & Heating
Boyes Springs — WE 8-2001
Ted Riboni — Ed Ferrando

Tom's Sport Shop
Guns - Tackle - Bait
Everything for the Sportsman
Boyes Hot Springs

L. E. (Bud) Castner
Real Estate & Insurance
Boyes Hot Springs

Larson's Liquors and Sporting Goods
Boyes Hot Springs

Donovan's Irish Inn
(Across from Boyes Bath House)
Boyes Hot Springs

Roseme's 4-Corners Furniture Exchange
Unfinished Furn. Antiques
(Next to Woodleaf Store)

E. L. Price Pump Company
Manufacturers
Sonoma

Vella's Fountain
Sonoma

Blanche's Restaurant
205 W Napa, Sonoma

Valente's Pharmacy
West Napa St., Sonoma

Doug Brown's Signal Service
505 W. Napa, Sonoma

Lundahl's Variety - Needleart
15 W. Napa St., Sonoma

Romberg's Dairy
Arnold Drive, Sonoma

Emrys Williams
Sonoma

Sonoma Ice Delivery
Ice Cold Beer and Soda Delivered
Sonoma

Mayes Precision Service
Auto and Industrial Machine
Work - Welding
16955 Sonoma Hwy Sonoma

Perry's Automotive Service
General Repair Service
Hiway 12, Agua Caliente

A & B Movers & Storage
Truck and Trailer Rentals
Phone WE 8-4515

Four Corners Garage
Phone WE 8-5730 - Sonoma

Parkside
Jack Jenkins

Lena's
Jerry Hahn

John Gilcrest

Sam's Country Store
21095 Broadway - Sonoma
Groceries - Local Fruit

Sonoma Do-Nut Kitchen
Len and Lillian Nordmann

Anna J. S. Anderson
Real Estate - Insurance
Sonoma

Plaza Barber Shop
Sonoma

F. Nichelini
Hardware and Plumbing
Sonoma

Lew Colby Insurance
479 1st W., Sonoma

Vogue Beauty Service
Phone WE 8-2906

Ed Peterson
Plumbing and Heating
Sonoma

Compliments of
..Valley of the Moon Variety..
Glen Ellen

Compliments of
Glen Ellen Liquors
Glen Ellen

Rustic Inn
The Bar with a History
Glen Ellen

VINTAGE FESTIVAL MEMORANDUM PAGE

Thanksgiving

Once again the people of our Valley celebrate their Vintage Festival. Once again, as through the ages, the Grape has been used as a symbol of our life's abundance. Bread is the Staff of Life, our body's sustenance. Bread-and-Water are termed the bare necessities of existence. Bread-and-Wine, however, symbolize the Fuller Life, the life of the Spirit—the ability only man, of all the animals, has been given that enables him to understand, appreciate and utilize the marvels of Creation. And to give thanks for them.

The Grape—Wine—has been a sacred symbol from pagan times—sealer of bonds, binder of oaths, pledge of king and peasant alike as solemn as his word. It knows no boundaries of time, place, custom or position. In its unique universality it is at once a Holy Sacrament and Everyman's reward for a day's labor well done.

To us in Sonoma today, the Grape is the symbol of our thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot of all the Earth . . ."

It is the symbol of our thankfulness for our predecessors, the Laborers in the Vineyard, who recognized over a hundred years ago the wonderful possibilities of this Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footsteps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

BOARD OF DIRECTORS
Valley of the Moon
Vintage Festival Association

Program Printed by Sonoma Index-Tribune — Cover Art Work by Polly Black

SS WINES

by Sebastiani

19 awards for excellence, including 5 Gold Medals, in 1956 judging at California State Fair and Los Angeles County Fair.

BONDED WINERY 876

Sonoma, California

VISITORS WELCOME



2021.3.25